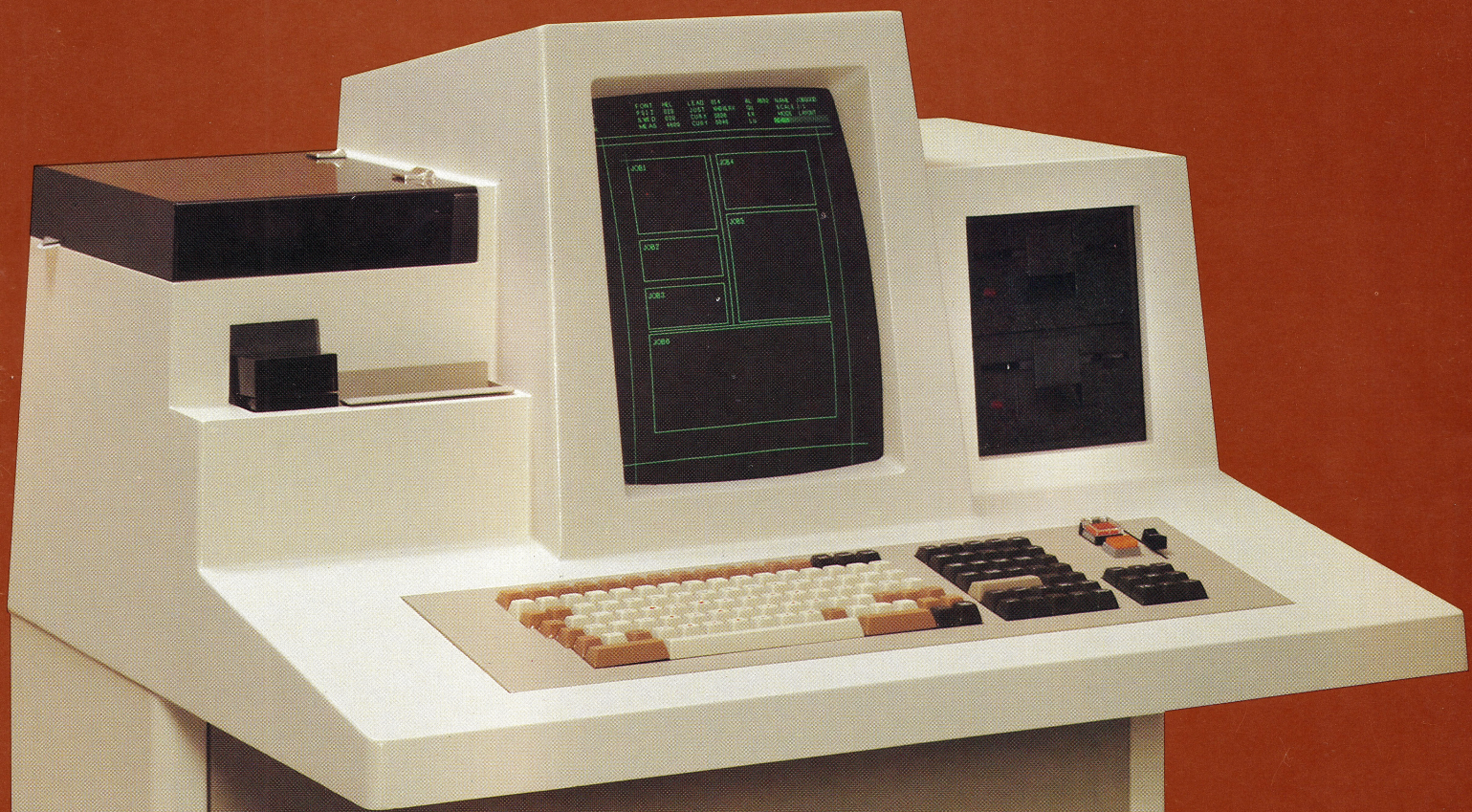
Where it all ads up.

Linoscreen Composer



Mergenthaler Linotype

Press Linoscreen Composer's edit key and you activate an operating mode specifically programmed to make copy editing easy. No eye strain even with the smallest type sizes. Vertical scrolling through 16,000 characters.

one

```
IL          FONT  SQM    LEAD  011        AL          NAME  SWEATER
IR          PSIZ  007    JUST  XHOXLRX    QU  QL      SCALE 1·1
SL          SWID  007    CURX  0000       KR          MODE  EDIT
SR          MEAS  4000   CURY  0658       LU
```

Two-day sweater sale!
Sunday and Monday only, save 30% off regular prices on fall's best fashion feelings!

Boucle!
Cowl neck sweater in acrylic boucle in wine, teal, cherry, port, off-white, hunter, rust, brown, royal blue. S-M-L.
Street Floor Knits (230). Not all sizes and colors in all stores.

Regularly $28 $18.99

Chenille!
Crew neck, chenille sweater with dolman sleeve. Rich shades of bronze, jade, bordeaux, eggplant, red. S-M-L.
Moderate Sweaters (382).
Regular $32 $22.99

Plush!
Crew neck plush loop sweater. Choose fuchsia, grape, bright green, royal blue, wine, camel, black. Washable acrylic. S-M-L.
Budget Sweaters (381).
Regularly $20. $13.99

Also available:
Famous maker misses striped cotton-polyester velours reduced from $32 to $19.99. S-M-L. Street Floor Knits (230).
Ribbed Civona cowl neck. Black, navy, chestnut, cream, teal, wineberry, elderberry, magenta, spruce. S-M-L. Moderate Sweaters (382).
Now $12.99, originally $16.

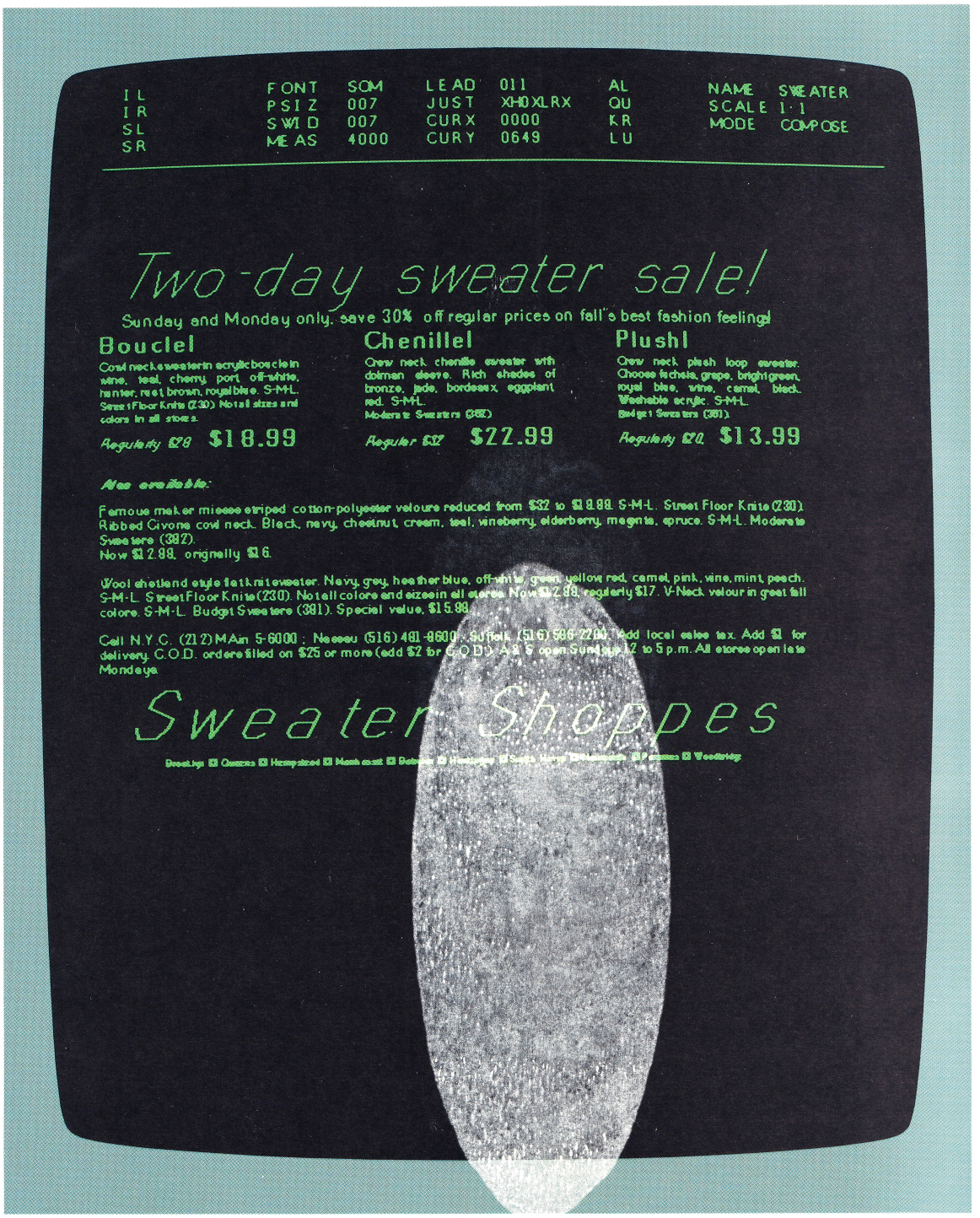
Wool shetland style flat knit sweater. Navy, grey, heather blue, off-white, green, yellow, red, camel, pink, wine, mint, peach. S-M-L. Street Floor Knits (230). Not all colors and sizes in all stores. Now $12.99, regularly $17.
V-Neck velour in great fall colors. S-M-L. Budget Sweaters (381). Special value. $15.99.

Call N.Y.C. (212) MAin 5-6000; Nassau (516) 481-8600; Suffolk (516) 586-2200.
Add local sales tax. Add $1 for delivery. C.O.D. orders filled on $25 or more (add $2 for C.O.D.). A & S open Sundays 12 to 5 p.m. All stores open late Mondays.

Sweater Shoppes
Brooklyn ◘ Queens ◘ Hempstead ◘ Manhasset ◘ Babylon ◘ Huntington ◘
Smith Haven ◘ Monmouth ◘ Paramus ◘ Woodbridge

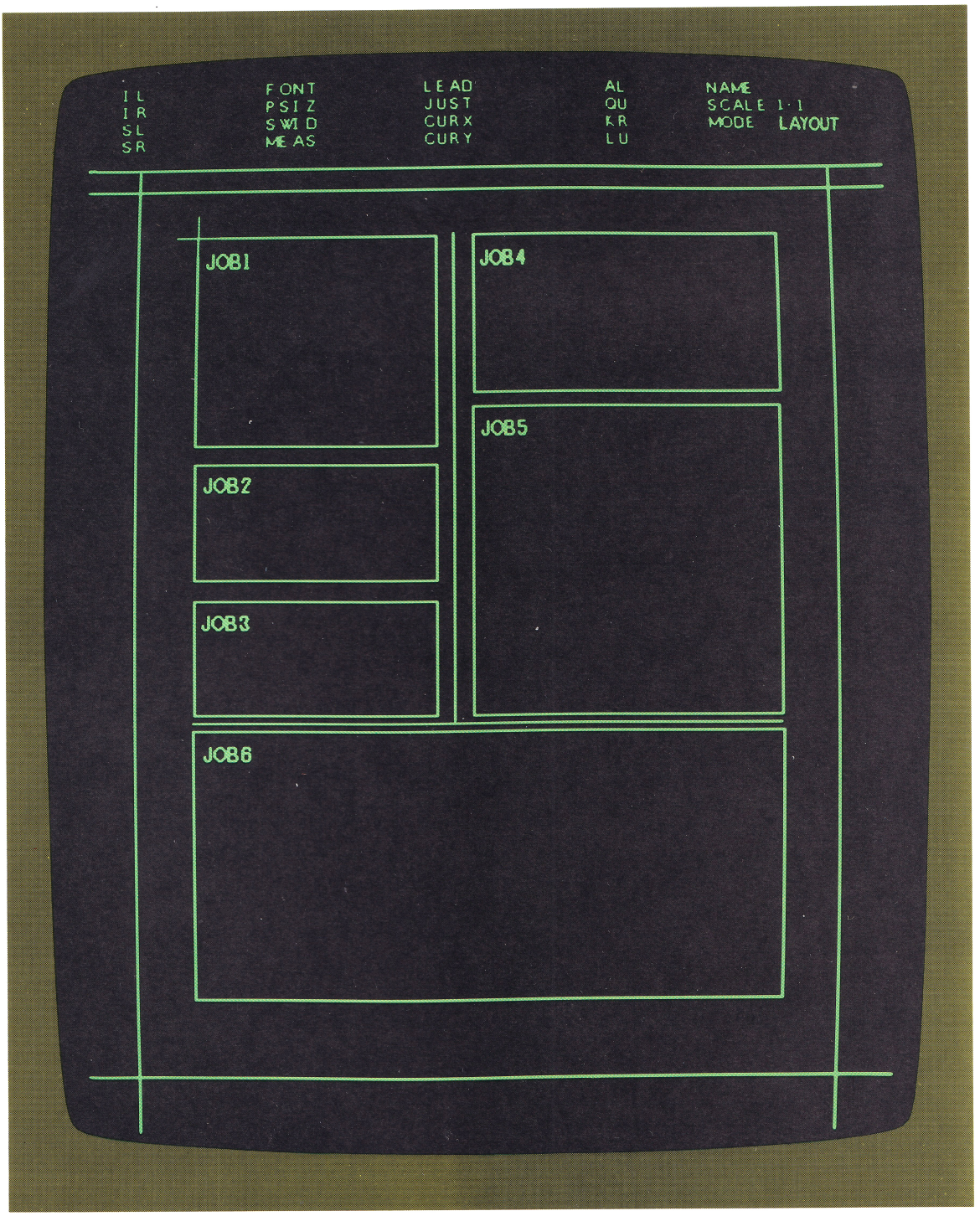
Press this key to compose ads electronically. Move elements and change sizes at will. Work with actual point sizes to be typeset. See all elements in actual relationship to one another as they'll be printed.

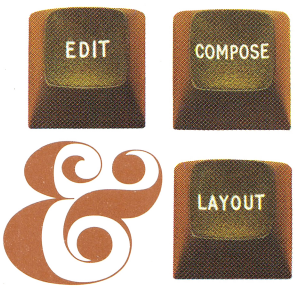
two


IL
IR
SL
SR
FONT SOM
PSIZ 007
SWID 007
MEAS 4000
LEAD 011
JUST XHOXLRX
CURX 0000
CURY 0649
AL
QU
KR
LU
NAME SWEATER
SCALE 1·1
MODE COMPOSE
Two-day sweater sale!
Sunday and Monday only, save 30% off regular prices on fall's best fashion feelings!
Bouclel
Cowl neck sweater in acrylic boucle in wine, teal, cherry, port, off-white, hunter, rust, brown, royal blue. S-M-L. Street Floor Knits (230). Not all sizes and colors in all stores.
Regularly $28 $18.99
Chenillel
Crew neck chenille sweater with dolman sleeve. Rich shades of bronze, jade, bordeaux, eggplant, red. S-M-L.
Moderate Sweaters (382)
Regular $32 $22.99
Plushl
Crew neck plush loop sweater. Choose fuchsia, grape, bright green, royal blue, wine, camel, black. Washable acrylic. S-M-L.
Budget Sweaters (381).
Regularly $20 $13.99
Also available:
Famous maker misses striped cotton-polyester velours reduced from $32 to $18.88. S-M-L. Street Floor Knits (230). Ribbed Civone cowl neck. Black, navy, chestnut, cream, teal, wineberry, elderberry, magenta, spruce. S-M-L. Moderate Sweaters (382).
Now $12.88, originally $16.
Wool shetland style fat knit sweater. Navy, grey, heather blue, off-white, green, yellow, red, camel, pink, wine, mint, peach. S-M-L. Street Floor Knits (230). Not all colors and sizes in all stores. Now $12.88, regularly $17. V-Neck velour in great fall colors. S-M-L. Budget Sweaters (381). Special value, $15.88.
Call N.Y.C. (212) MAin 5-6000; Nassau (516) 481-8600, Suffolk (516) 588-2200. Add local sales tax. Add $1 for delivery. C.O.D. orders filled on $25 or more (add $2 for C.O.D.). All 5 open Sundays, 12 to 5 p.m. All stores open late Mondays.
Sweater Shoppes

Press Linoscreen Composer's unique page layout key to call to the screen precise outlines of any number of jobs. Position or reposition them on complete page layouts as large as 100x158 picas.

three





The 3 keys to successful ad makeup.

Electronic ad composers are one of the most exciting developments in graphic arts equipment for the '80's. But don't get so excited you forget your common sense. Remember there's more to composing ads than arranging elements and making them fit. Before you compose, copy has to be edited. After you compose, ads have to be laid out on a page. Our new Linoscreen Composer does it all—1) edits, 2) composes and 3) lays out entire pages. Those are the three keys to successful electronic ad makeup. With the Linoscreen Composer, all three operating modes ad up to more productivity in your typography department.
Read about it on the reverse side.

Why it all ads up.

Mergenthaler Linotype's new Linoscreen Composer can cut the cost of composing ads before, during and after the fact. It features Edit, Compose and Layout Modes that save time and money in three different ways.

If our new Linoscreen Composer did nothing more than compose ads electronically—which it does superlatively well—that would be more than enough. But Linoscreen Composer goes two steps further. In addition to Compose Mode, there are also Edit and Layout Modes. It takes all three if you're going to make the most of electronic composing's vast potential to cut costs.

Edit Mode starts saving even before composing.

Some screens make editing a major chore. Especially when fine print is involved, editing might very well take as much time as composing the whole ad. To eliminate that costly problem, Linoscreen Composer has a special Edit Mode. No matter how small the point size you'll be composing, Edit Mode displays it in easily seen 14-point, 51 lines at a time, each of them 46 picas wide. That makes editing go faster because it's so much easier to see what you're doing—without squinting.

For long pieces of copy or for locating areas that need editing, you can scroll through jobs with as many as 16,000 characters. Linoscreen Composer is the only electronic composer that offers so much scrolling capability.

And what you see is nice and clean—free of those confusing command parameters that clutter the text area of some other screen displays. You see the commands only when and where you want to see them—neatly contained in the Command Area at the top of the screen.

The result: With Edit Mode, your editing throughput speeds up. There's far less chance of error. And you have a more productive, happier operator—without bloodshot eyes.

A Compose Mode so flexible you create ads on screen.

From the moment you activate Compose Mode, you realize all of Linoscreen Composer's fully interactive power with everything happening in real time, which saves time. And what's happening is electronic composing wizardry of the most advanced order.

By simply positioning the cursor, you can move and place lines, words, heads, subs, copy blocks or whatever until you see exactly what you want. You're working with inexhaustible combinations of point sizes, set widths, leading, justification, indent, skew indents, kerning, leadering, and much more—to give you total creative freedom.

Everything is seen in the actual size you'll set it. And what you set is, for all practical purposes, limitless. Choose from among 96 on-line fonts. Do standard or *reverse* type setting on screen in your choice of roman, italic, bold or bold italic. Select or alter justification ragged right, left, centered or standard. All commands to the typesetter are inserted

Think of the savings if layout were drastically reduced in yo That's why you should look int

automatically, thus eliminating completely one of the most complex operator chores.

To simplify things even more, the Linoscreen Composer has 99 user formats (used individually or in groups) that can be stored on disk. What you'll want to store are all of those repeat jobs such as grocery or classified ads that you have to do over and over again. With them stored in format, you eliminate time spent re-doing them; the jobs are instantly recalled to the screen at the stroke of a key.

The result: With Compose Mode, you create ads on screen. That drastically reduces your markup, pasteup, drafting and art material costs. Which is why Linoscreen Composer can compose a whole new profit picture for your typesetting operation.

Layout Mode takes savings a step further.

Okay, you've edited and composed your ads and they're beautiful. But they still have to be laid out on a page. Or maybe, instead of just display-size ads, you have a full-page size ad you want to put together. These are the times when some other electronic composers lay down on the job. But Linoscreen Composer lays out the job—its unique Lay-out Mode lays out entire pages as large as 100 x158 picas. Here's how it operates: You work with precisely defined outlines of the jobs or job elements. These outlines, actual size and shape of course, are called to the screen and positioned or repositioned wherever you want them. Attaching the cursor to the top left hand of an outline, you can position it anywhere within the display area. The complet-ed page layout can be stored on disk and recalled instantly.

Four scales (1:1, 2:1, 0.7:1, and 0.5:1) make it easy to display and work with any size field, even the broad-sheet size. Horizontal and vertical rules, displayed in actual lengths and weights, can be inserted for output.

The result: With Layout Mode, even more of that expensive pasteup, markup and drafting time can be saved. Costly trial and error typesetting can be eliminated.

Paying only for what you need.

Linoscreen Composer is the lowest priced electronic ad composing and page layout machine available—in spite of its extraordinary range of operating modes and capabilities.

For many operations, Linoscreen Composer itself is all that will be required. And you don't pay for features you don't need. But if you do need them, there are five options:

1. Graphics Tablet. An electronic drawing board that enables you to trace with a stylus art outlines or illustration areas to be represented on the screen. Lets you flow text around and within the outlines for a perfect fit.

2. Hard-Copy Plotter. Reproduces screen display on heat sensitive paper. For inexpensive proofing and layout approvals off-machine.

3. Linokey-2. A small, low cost input terminal. Data is entered via the keyboard displayed on the screen and output to a mini-floppy disk.

4. Mini-floppy Reader. Connects to our Linotron 202 or our V-I-P; accepts mini-floppies generated by either Linokey 2 or the Linoscreen Composer.

5. 202 On-line Interface. For super-fast turnaround put Linoscreen Composer directly on-line to your Linotron 202.

The result: With these options you can tailor a Linoscreen Composer to your specific needs, paying only for what you really need.

TO SUM UP:

Look at all of the results of Linoscreen Composer's three operating modes and options and we think you'll agree that they can ad up to one of the biggest productivity boosts your typography department will ever see. For more information, contact:

Mergenthaler Linotype

rkup and pasteup typography department. inoscreen Composer.

Specifications

CRT Unit

15″ diagonal 1000-line monitor assembly, refreshed from RAM memory, green phosphor.

Screen Size

8½″ x 11″ includes 8½ x 1″ command display area and 8½ x 10″ text display area.

Maximum Ad Size

100 picas wide (or typesetter's maximum measure).
158 picas deep.
Maximum ad size is achieved by horizontal and vertical scrolling or size reduction.

Display Scale Factors

1:1, 2:1, 0.7:1 and 0.5:1.

Displayable Characters

16,000 maximum

Point Size Range

4 to 200 in ½pt. increments (or typesetter's point size range).

Fonts

96 font width tables, each able to include 4 digitizations, up to 256 characters, displayed in roman, italic, bold and bold italic, and also reverse video display.

Formats

100 parameter formats.

Operating Modes

1. Edit Mode — Used for correction of text, commands are suppressed, text is displayed in 14 pt.
2. Composition Mode — In this mode, composition of the ad is controlled by the input of typesetting parameters. All text is displayed in actual point sizes and in exact position.
3. Layout Mode — Enables components of a complete page to be positioned. Job outlines are called to the screen and positioned wherever required. The complete page can be output to the phototypesetter.

Ruling

Horizontal and vertical guide rules. Horizontal,vertical and box rules for display and typeset output in 10 weights.

Editing Functions

Cursor Control
Overstrike Character
Delete Character
Delete Word
Delete Line
Delete Block
Move Block
Insert Block

Typesetting Commands

Font
Point Size
Set Width
Line Leading
Measure
Ragged Settings
Forward and Reverse Leading
Indents
Skew Indents
User Formats/Procedure Formats
Leadering
Letter Spacing

Interactive Commands

Define Copy Block
Modify Point Size
Modify Set Width
Modify Leading
Modify Measure
Modify Indents
Apply Skew Indents
Move a Block
Apply Kerning
End Interaction

Dimensions

Height 46 inches (117 cm)
Width 34 inches (86 cm)
Depth 31.25 inches (80 cm)
Weight 200 lbs. (91 kg)

Electrical Requirements

115 V (220V) ±7% 60 HZ (50 HZ)
Power Consumption 0.7 KVA

Environmental Requirements

Temp. 65° F to 75° F (15° C to 30° C)
Relative humidity 40-60%
Heat Dissipation 2000 BTU

Paper Tape Reader

Decitek 8 channel, in-line or advanced feed holes, 300 cps.

Paper Tape Punch

GNT Type 36, 50 cps.

Two Floppy Disk Drives

Mini floppy, double-sided, double density, soft sectored. 322,560 bytes per disk.

These specifications subject to change.

REGIONAL OFFICES

Atlanta
Presidential Park
3805 N.E. Expressway, Suite 210
Atlanta, Georgia 30340
(404) 455-1154

Dallas
2880 Walnut Hill Lane
Dallas, Texas 75229
(214) 352-2651

Kansas City
34 Corporate Woods, Suite 230
10950 Grandview
Overland Park, Kansas 66210
(913) 649-9303

Los Angeles
1930 Wilshire Blvd., Suite 820
Los Angeles, California 90057
(213) 484-8310

Midwest
560 Lively Blvd.
Elk Grove Village, Illinois 60007
(312) 439-9800

New England
300 Unicorn Park Drive
Woburn, Massachusetts 01801
(617) 935-9730

New York
One Penn Plaza
250 West 34th Street
New York, New York 10001
(212) 594-7320

San Francisco
3521 Investment Blvd., Suite 1
Hayward, California 94545
(415) 785-9100

Washington D.C.
Rosslyn Center
1700 North Moore Street
Rosslyn, Virginia 22209
(703) 522-7700

Canada
Linotype Canada
Toronto/Montreal
Winnipeg/Vancouver
(416) 255-8141

INTERNATIONAL

New York
201 Old Country Road
Melville, New York 11747
(516) 673-4017
Telex 96-1411 or 96-1473

Miami
7370 Northwest 36th Street, Suite 241
Miami, Florida 33166
(305) 591-3155
Telex 808312

Mergenthaler Linotype

Mergenthaler Linotype Company
201 Old Country Road
Melville, New York 11747
(516) 673-4197

1250 (4/80) PRINTED IN U.S.A.